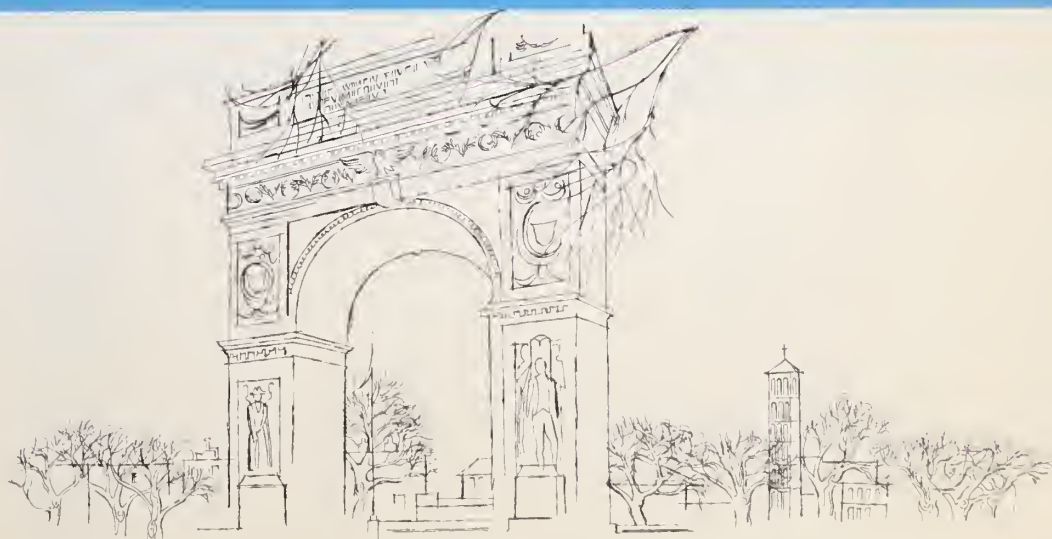


A madrigal to **WASHINGTON SQUARE**

by one of America's greatest novelists,

HENRY JAMES

"I know not whether it is owing to the tenderness of early associations, but this portion of New York appears to many persons the most delectable. It has a kind of established repose which is not of frequent occurrence in other quarters of the long, shrill city; it has a ripper, richer, more honorable look than any of the upper ramifications of the great longitudinal thoroughfare—the look of having had something of a history."



WASHINGTON SQUARE VILLAGE— A NEW CONCEPTION OF CITY LIVING

Five minutes from Wall Street and Times Square in the heart of Manhattan is rising a dream of the future that genius, skill and inspiration have made today's reality. It is Washington Square Village —destined to bring a spacious, new conception of city living to New York and the world.

THE WASHINGTON SQUARE HERITAGE

Long identified with the finest traditions of New York, Washington Square has equally deep roots in our American past. Patriots, scholars, authors and artists have walked its tree shaded ways. As the center of knickerbocker society it gave its name to Henry James' renowned novel, "Washington Square". Among the famous names that have contributed to its gracious legend are Edith Wharton, Edgar Allen Poe, Eugene O'Neill, Thomas Wolfe, Edna St. Vincent Millay and John Barrymore to name only a few. Adjoining New York University it partakes, too, of the atmosphere of the campus.

Today more than ever, Washington Square is one of the great focal points for the cultural life of New York. With such distinguished antecedents it is easy to see why Washington Square is one of the city's most dignified addresses.

A NEW KIND OF URBAN LIVING

The three magnificently ultra-modern buildings of Washington Square Village are rising amid spacious landscaping to set a new standard of achievement. Although such a plan has often been dimly envisioned as the shape of things to come, only here is it made a living reality. The realization of this work is no small task. A unique combination of subtle skill, engineering mastery, structural acumen and the wedding of an overwhelming array of the most advanced techniques are required to fulfill the dream. Concern for the apartment dweller is apparent in every aspect from the grand over-all plan which incorporates the most advanced concepts of city-planning down to the smallest mechanical and aesthetic detail.

Here the city has been opened up as never before to let in air and light and provide space. Here has been created not just another place to live but a new neighborhood, a new community, a new spirit in the metropolis . . . humanized, personalized, designed to give each individual a distinct and separate spaciousness to identify as his own. In Washington Square Village, for the first time, you will find a community designed to meet the needs of modern American city living.



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UNIQUE ARCHITECTURE

The architecture of Washington Square Village is enough to make it unique even in this city of wonders. The beauty, scope and spacious design of these supremely modern structures set amid parks and gardens, makes them one of the landmarks of New York. The three major buildings are each three blocks long and seventeen stories high. Crowned by penthouses, they are each a symphony of unusual materials, recessed walls, expansive balcony terraces and color areas integrated in a superb architectural orchestration. Yet always, throughout the entire length and breadth, concern for the living needs of the individual is the dominant theme.

Privacy and space heretofore undreamed of in New York City have been won by revolutionary treatment of exterior walls and terraces setting off each unit as a distinct and individual entity. Conventional conceptions have been swept aside to recreate the traditional grace of Washington Square in terms of the design of the future. And more than the construction of the three beautiful buildings with their attendant shops and services, Washington Square Village is a designed unity in which every part, no matter how small or large, is a member with a definite function to fulfill. Views from apartment or park reflect the design of the entire plan. There is no city-mass-of-stone look but instead a feeling of country-like space, air and light... a feeling of individuality achieved through daring departure in the discriminating use of color and proportion.

In Washington Square Village you find, for the first time, all the latest arts and techniques of our scientific age coordinated to bring the maximum in agreeable, beautiful and practical living. It will surely set a criterion against which future city homes will be compared. Those who become a part of Washington Square Village will discover not just a new and luxurious apartment house. They will have moved into a new way of life in the first truly modern city apartments.



Paul Tishman Company, Builders
S. J. Kessler & Sons, Architects and Engineers
Paul Lester Wiener, Consultant for Site Planning and Design

THE APARTMENTS— FUNCTIONAL SPACIOUSNESS

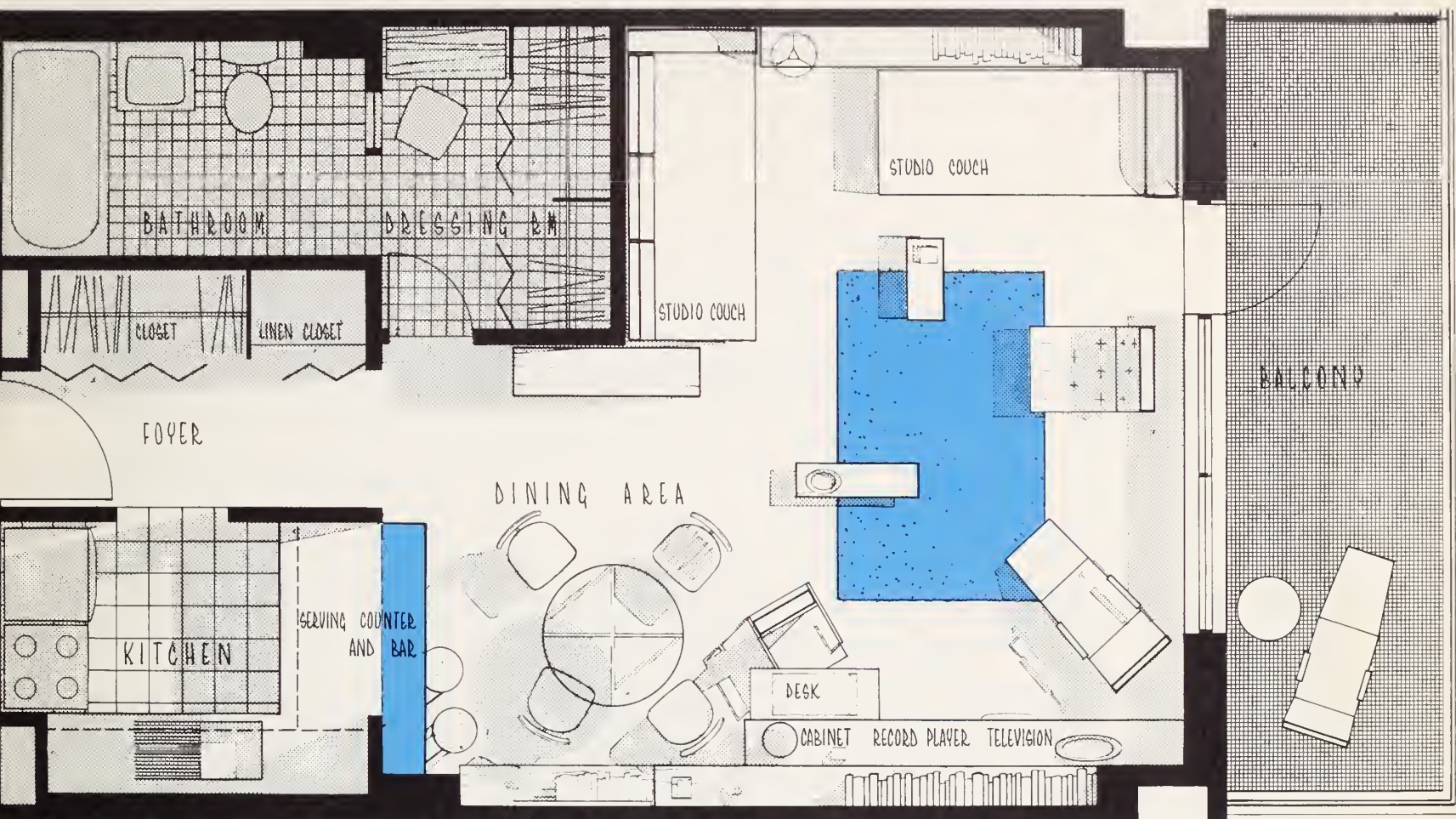
Never before has such a task force of top architects, designers, engineers and builders been brought together to solve the problems of city living in two, three, four and five room apartments. And never before has the solution been so brilliantly achieved. The eighteen-foot wide living room of the two room apartments gives a typical example of their generous design...in bedroom apartments rooms as wide as twenty feet. Lavish dimensions and airiness are the significant qualities of these apartments. And this is more than space for its own sake. It is the proper utilization of space without waste. It is space designed for the use of modern homemakers.

Representative of this skillful innovation are the floor to ceiling closets, generous in size and number. The "pass-thru" between kitchen and dining area is another spatial innovation conceived to assist the modern housewife in her dual role as hostess and homemaker. The builders are particularly proud of the "pass-thru" not only because it serves a hundred needs and can be adapted in a multitude of ways but more because it symbolizes the devoted attention to individual convenience that is the keynote of these apartment homes.

Note, too, that most apartments include a generous dressing room adjoining the bath. The formica top, stainless steel-edged kitchen counters, and built-in kitchen sinks...the Vinyl-tile bathroom floors — the aluminum, double-hung windows of special design and the roomy linen and utility closets are just a few further examples of the kind of practical luxury to be expected.

And in most apartments a unique counter-table is part of the kitchen. It is a section of the counter top lowered to table level. Because one can sit here comfortably it will serve equally well as snack table, quick lunch counter, cook's rest station or as a desk for the kitchen executive. Its shelves and drawers are bound to find many uses.

In every last detail, the identity, the comfort, the privacy of each individual has been a foremost consideration. It is for the happiness, convenience and fuller life of the residents of Washington Square Village that these apartments have been designed with the unrivalled maximum of flexibility, beauty and practicality.



Plan showing an arrangement of a typical 2 1/2-room apartment with balcony

PRIVATE TERRACES

One of the many distinctive features of Washington Square Village is the expansive terraces. Though treated architecturally as an integral part of the building's exterior, most apartments enjoy eighteen foot terraces which combine exterior beauty with interior comfort in an altogether new way. Another news-making first which further illustrates the builder's concern for enlarged living space, is the ingenious way these terraces have been made a functional part of the room area of the apartment. The originally designed, aluminum windows open onto the terraces to extend the living room into the outdoors. Individual drains and weather-proof electric outlets assure convenience and safety. Wood handrails, screen panels with colorful end panels heighten the all-encompassing privacy while still maintaining maximum outdoor airiness.

The terrace balconies are one of Washington Square Village's most appreciated highlights carrying out, as they so dramatically do, the resourceful use of space for better living which is its fundamental theme.

ELECTRONIC LIVING

To step into a Washington Square Village apartment is to enter the new world of push-button controls. All the powers of modern electronic science have been rallied to serve these apartments. Famous-make freezer-refrigerators, gas ranges and all-steel cabinets enhance the kitchen. There is a liberal dispersal of outlets to meet the demands of modern appliances. And in the living rooms and bedrooms certain of the wall outlets are handily wired to a switch so that with one flick of a finger the room is lighted. Hookup to a master television antenna is available for each apartment. Provision is also made for electric dishwashers. All baths are furnished with individual radiant electric heating—yours to command independently of the central heating system, summer, winter, day or night. Showers, too, are included in all baths. Electronically controlled, synchronized, automatic, self-leveling elevators of the latest design assure immediate, twenty-four hour service. Yes, there is little in the way of wonders left to be desired when you live in the first truly modern urban community in the United States... Washington Square Village.

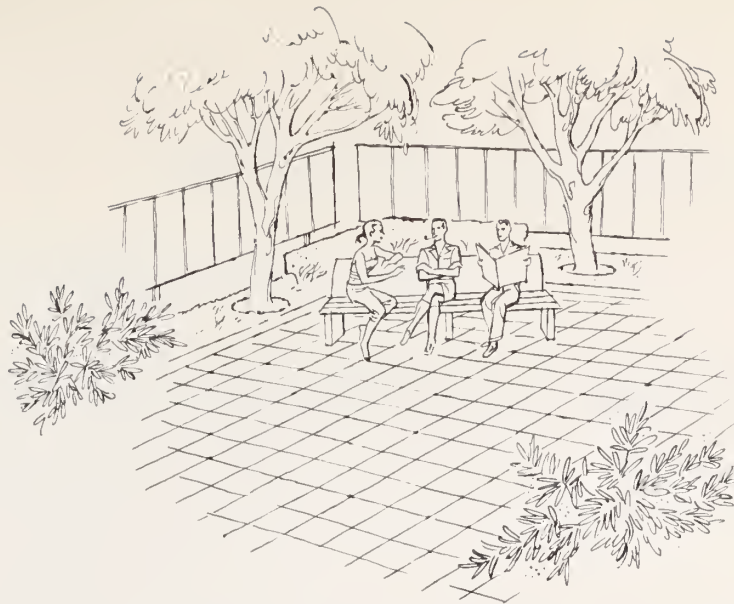
AIR CONDITIONING

IN EVERY APARTMENT

Every living room and bedroom in Washington Square Village is air conditioned. Ingenious designing has provided a thru-the-wall adaptation so that these air conditioners do not project obtrusively but are an integral part of the window color panel. Indeed, this equipment, harmonizing with the architecture, has been made at the same time as much a part of the apartment as any of the other fixtures. For assured winter comfort without a care, there is a heating system zone-controlled automatically with the outside temperature. Mechanical ventilation will maintain a constant flow of air in kitchens and bathrooms...and the corridors of the building will be kept pleasant and comfortable at all times by forced fresh air. Thus, healthy, year-round climate control is part of the pleasure of living in Washington Square Village.

EXTRA SERVICES

At Washington Square Village the extra services attain a standard fully commensurate with the other facilities of this unusual community. Here you will find all the conveniences for completely modern apartment living. Owner management with service by uniformed attendants maintain a continuous high standard. Maids and house men are available hourly, daily, or on any other basis that the tenant may require...window cleaning service, rug cleaning, valet and repair service are also available at moderate rates. Completely automatic laundries with washers, extractors, dryers and ironing facilities are centrally located for the use of the tenants. Generous tenant storage space is supplied without charge. Without listing all of the thoughtful facilities provided for tenants' convenience, these are typical of the high standards of service at Washington Square Village.



ACRES OF LANDSCAPING

Living amid a park-like landscape in the center of New York City seems beyond possibility and yet this is one of the most amazing accomplishments of Washington Square Village. Of its twelve acres of land, the buildings themselves occupy only thirty per cent of the area. This means that a substantial part of the site is devoted to landscaping. Almost three hundred feet of plaza and park—more than a block and a half—separate each of the three apartment buildings. On all sides are spacious, open recreation sites and gardens, tree-lined walks, malls and sitting areas where one can enjoy the beauty of the structures and their surrounding vistas. Thus, one of the principal needs of the urban citizen has been generously solved in the green and flowering acreage of Washington Square Village.

DESIGNED PARKING



No "sea of car roofs" will assault the eye in Washington Square Village. With the same efficiency that marks the over-all planning, the parking problem has been solved, too! Available to tenants are unique, full services, underground garage facilities as well as car-ports structurally designed to harmonize with the architecture. And there is sheltered access to all garage facilities so that weather is never a worry to the driver of Washington Square Village.

THE BUILDINGS— A LANDMARK TO BE IDENTIFIED WITH PRIDE

The facade color treatment of Washington Square Village is a "first" for residential architecture. Each of the three buildings will be faced with wide, vertical panels of bold, primary color. In order to attain this superb color a special high-finish, ceramic glaze brick was developed. This daring stroke alone is enough to attain singular prominence for these structures.

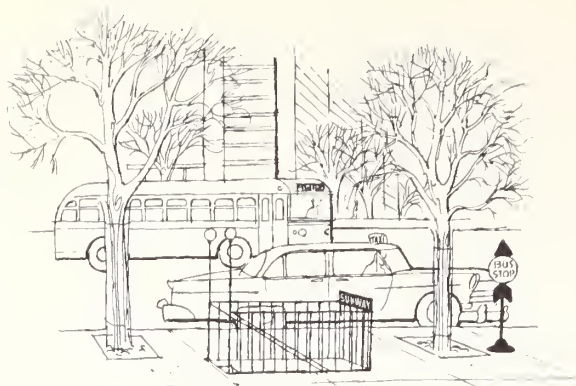
The end facades are equally interesting. Research led to the conclusion that only slate, cut in particular sizes, could provide the luxurious soft, charcoal grey-black texture desired.

A new sky line has been introduced by virtue of the bold architectural and sculptural handling of the so often unattractive building roof structures. They have been ingeniously integrated through free-form design into the general architectural harmony.

Small wonder that these buildings are already being looked upon as works of art in themselves. Their sheer physical beauty, their compositional symmetry, their unquestionable elegance makes them one of the principal visual attractions of New York City. To live in Washington Square Village is to be identified with the finest.

SELF-CONTAINED SHOPPING

Washington Square Village, as its name implies, is indeed a village, complete and self-contained, with all needs provided within the community. Integrated into the life of Washington Square Village and designed to be a compatible part, in architectural harmony with the scheme of the whole, is a surrounding area of shops, stores, restaurants and services of all kinds. Here, the Washington Square Villager will find, just as in the great, new suburban shopping centers, representatives from among New York's finest firms . . . not only super markets and essential services but restaurants and a diversification of distinguished shops. Here, the tenant will find the most practical as well as the most delightful and, of course, the most convenient shopping in New York City.



CONVENIENT LOCATION

Washington Square Village is a residential island in the heart of the city. Five minutes from Wall Street and the financial district, it is equally convenient to Times Square, the theatrical district, midtown and uptown shopping and business centers.

It is bounded on all sides by major bus and subway lines... a block from the Fifth Avenue bus... two blocks from the West Fourth Street Station of the Independent... two blocks from the BMT... and convenient to East and West Side IRT lines. Distinguished and long established private schools are nearby... the Town and Country School... the Little Red School House... the non-denominational Grace Church School and the Friends Seminary as well as many fine Parochial Schools and excellent Public Schools. Churches of all denominations are to be found in the area.

Remember, too, that Washington Square Village is in the center of the cultural focal point of the city where universities, colleges, art galleries, world-famous restaurants and theatres are a tradition.

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CRITERION OF THE FUTURE

Even in such a brief introduction as this, the story of Washington Square Village must certainly have piqued the curiosity and stimulated the admiration of the reader. When you visit the site you begin to understand why it is called a village. Here, just as in a small, tightly-knit community there is a warm, unified entity—a “belonging” unparalleled in the city. When you become a part of this new experience, you will know a new pride, for you will be living in the future.

Its stature and significance are destined to attain national and international recognition; Washington Square Village sets an example to the world at large and establishes a new standard for those who aspire to provide the utmost in modern living at moderate cost for city dwellers everywhere. Henceforth new urban apartment developments will be matched against the splendid achievement of Washington Square Village.

CHECK

THESE FEATURES

Air conditioning in all apartments
 Uniformed attendants
 Most living rooms 18 feet wide
 Private terraces up to 18 feet long
 Acres of landscaping
 Freezer-refrigerators in all apartments
 Quality gas ranges in all apartments
 Ample dressing rooms
 Specially designed aluminum windows
 Kitchen to dining "pass-thru"
 Generous closets
 Original kitchen desk-tables
 Liberal electric outlets
 All-steel baked enamel kitchen cabinets
 Showers in all baths
 Formica top, stainless steel edged kitchen counters
 Zone controlled heating
 Sheltered parking
 TV master antenna hookup
 Radiant electric bathroom heaters
 Fully automatic laundries
 Maid service available
 Houseman service available
 Tenant storage
 Convenient to all transportation
 Nearby schools and churches
 Distinguished address
 Rugs cleaning available
 Valet service available
 Repair service available
 Private house phone system
 Complete shopping facilities within Washington Square Village
 Forced fresh air corridor ventilation
 World famous decorator-designed lobbies and corridors
 Full service underground garage
 Electronic elevators
 Twenty-four hour maintenance staff
 Free gas
 Air conditioned lobbies
 Vinyl tile bathroom floors
 Mercury type silent switches
 Switch-controlled lamp outlets
 Floor-to-ceiling closet doors
 Labor-saving, designed kitchens
 Parcel & package receiving room
 Hardwood parquet wax-finish floors
 Specially designed ventilated elevator cabs
 Telephones in all elevators
 Lobby announcing service
 Easy-access, floor-to-ceiling closet doors
 Vitreous china lavatories in all bathrooms
 Apartment door chime bells



SITE LOCATION AND COMMUNITY FACILITIES

- ▲ Public Elementary School
- 1 New York University
- 2 New School for Social Research
- 3 Cooper Union
- ★ Police Station
- ★ Fire Station
- ◆ Church
- ◆ Settlement House & Social Welfare
- Post Office
- Department Store
- Park or Playground

WASHINGTON SQUARE VILLAGE

South of Washington Square Park, New York 12, N. Y.
 Oregon 7-5900